

**REMARKS**

Reconsideration and allowance of the above-referenced application are respectfully requested.

**Status of the Claims:**

Claims 21 and 22 are amended herein and new claim 23 is added to provide additional claim coverage. In view of the above, it is respectfully submitted that claims 21-23 are pending and under consideration in the present application.

**Claim Objections:**

Claims 21 and 22 are amended herein to overcome the claim objections. In view of the above, it is respectfully submitted that the objections are overcome.

**Rejection Under 35 U.S.C. § 101:**

Claim 22 is rejected under 35 U.S.C. § 101 as being directed to non-statutory subject matter. Claim 22 is amended herein to overcome the rejection. In view of the above, it is respectfully submitted that the rejection is overcome.

**Rejection under 35 U.S.C. § 103(a):**

Claims 21 and 22 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,693,236 (Gould), U.S. Patent No. 6,625,581 (Perkowski) and (U.S. Patent No. 6,055,573 (Gardenswartz)).

Gould manages inventory of owned and un-owned items and provides a means for sampling and purchasing the un-owned items. For example, a user can create play lists containing music owned by the user and sample or purchase other music from various sources (see col. 5, lines 8-27 and lines 50-60). Gould is limited to providing information related to ownership of owned items and purchase of un-owned items.

Perkowski requires consumers to enter information of products to access the information of the products to collect product related information (see column 7, lines 7-11), and Gardenswartz classifies purchase information of a customer into purchase behavior classifications for delivering targeted advertisements to the customer (see column 10, lines 16-34).

The Examiner's attention is directed to FIGS. 5-7 of the present invention in which the user can request evaluation of a product without logging-in to the system. According to the present invention, only when the user wishes to purchase a product is the user requested to register his or her personal information. With such a system and method in which the request of personal information is controlled according to the situations, a user can obtain evaluation from plural suppliers without disclosing personal information.

It is submitted that Gould, Perkowski, and Gardenswartz, either alone or in combination, does not teach or suggest the features as recited in claims 21 and 22 of the present invention.

In view of the above, it is respectfully submitted that the rejection is overcome.

**New Claim:**

New claim 23 is added to emphasize that the present invention associates "a user-owned product including sub-categories thereof" with corresponding user and manufacturer information to provide "product support information" with respect to the user-owned product to the user. For example, for a personal computer of a user, information with respect to components of the personal computer, such as memory series, manufacturer of the memory, etc., is maintained with respect to the personal computer.

In view of the above, it is submitted that new claim 23 patentably distinguishes over cited prior art.

**Conclusion:**

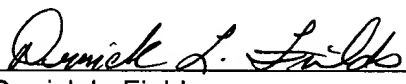
In view of the foregoing amendments and remarks, it is respectfully submitted that each of the claims patentably distinguishes over the prior art, and therefore defines allowable subject matter. A prompt and favorable reconsideration of the rejection along with an indication of allowability of all pending claims are therefore respectfully requested.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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